

GUIDELINES

Safe Messaging

When producing a suicide prevention message, there are some specific guidelines that should be followed.

Videos should **NOT**

- Show graphic images of death, physical trauma, suicide methods or someone attempting suicide
- Romanticize the act of suicide; in other words, portray it as a positive way to gain attention, solve a problem, or gain recognition
- Use words or phrases that can be interpreted as judgmental e.g. selfish, cowardly, stupid
- Be a tribute to a lost loved one
- Portray famous people or celebrities who died by suicide
- Portray suicide as an “epidemic” or “unpredictable”
- Use terms as “committed suicide” or a “successful suicide”
- Show firearms, weapons and ammunition
- Show tobacco, including smoke shops and cigar bars
- Use graphic, disturbing or unattractive medical images
- Non-royalty-free images or music, unless copyright use has been granted and written proof is supplied
- Promotion of products and services that would violate any circuit beverage agreements or exclusive contractual relationships.

Appropriate themes for videos:

- Raise awareness of suicide prevention
- Learn signs and symptoms
- Demonstrate helping
- Demonstrate seeking help from others
- Show caring for others

Be creative!

Incorporate music or art

Film in real life settings rather than a studio

Check out some new ideas being used in videos like lip dubbing

(Continued on back)

Video Format

When producing a video, there are technical specifications that should be followed.

Final videos must be submitted in the following formats:

- Uncompressed .MOV or Uncompressed .AVI files on a Data Disc or Flash Drive or a DVCAM or Beta SP tape.

Video can be shot in High Definition or Standard Definition.

- Layout:

HD: 16x9 raster square pixel aspect ratio

OR

SD: 4x3 raster aspect ratio (It will be cropped and/or stretched) letterboxed

OR

16x9 Anamorphic

- HD Frame Size:

1920x1080, 1280x720 or 720x480

- Frame Rate:

HD: 59.94, 23.98 or 24 SD: 29.97 only

- SD Frame Size and Rate:

720x480 @ 29.97 fps (frames per second) only

- Audio:

2 Channel embedded in file (LT/RT or Stereo L/R)

NOT accepted:

'Player' DVD's

If you can watch it on your DVD player/TV, we can NOT use it

- Flash files (.swf, .fla, .flv)
- 4x3 Pillar-Boxed video (*black bars on left and right of video*)
- PPT files, web videos or similar
- 3rd Party codecs (*not native to QuickTime*)
- Still images (*non-video/animation*)
- Key elements outside Title Safe (*Title Safe = 20% from all outside edges*)
- VHS tapes

Any questions can be directed to:

Jane Ann Miller, Youth Suicide Prevention Project Manager, at 919-707-5430

Jane.Miller@dhhs.nc.gov

or

Sherry Lehman, Youth Suicide Prevention School Consultant, at 919-707-5349.

Sherry.Lehman@dhhs.nc.gov